

**ABSTRACT**

[00095] An apparatus and method for online advice customer relationship management are described. The method includes the determination of a service provider ID code from a requesting service provider. Once a service provider ID code is determined, a list of service seekers that have received advice regarding a field of service from a service provider corresponding to the service provider ID code is generated. Once generated, the listing of service seekers is displayed via a customer management screen. As such, system administrators, as well as the service providers themselves, may view listings of service seekers in order to provide relationship management of the service seekers, such as for example, providing incentives to service seekers for follow-up advice, as well as blocking undesired service seekers from further contact with the service provider.